



Packard Performs!



**“it was  
a  
good omen.”**

It was a good omen.  
The first calves born at Packard Cattle Company were twins, and to Guthrie and Peter Packard, it seemed a sign that their fledgling cattle business had a promising future.

That was 1967.  
Guthrie and Peter Packard, fresh from studies in Agricultural Business and Animal Science at Arizona State University, were testing the knowledge they'd gleaned from school and from summer work with a herd of commercial Angus on 2,200 acres east of Colorado Springs, near Elbert, Colorado.

Less than a year and a half later, they purchased 2,100 acres adjoining their own... the well-known Julius Peterson ranch. With the land came the famous Peterson commercial Shorthorn herd that had won the feeder steer classes

in Denver, Omaha, Kansas City and Phoenix. It was the beginning of an ongoing Packard Cattle Company involvement with this red,



white and roan breed. But the purchase of the entire herd of registered Shorthorns and Polled Shorthorns from the Davidson Ranch in 1969 turned Packard Cattle Company in the direction Peter and Guthrie wanted it to go... purebreds.

Always learning from their prize-winning Shorthorns, the brothers began searching for the ultimate beef animal. From the exotics of Europe they investigated Limousin, Simmental and Maine-Anjou, discovering, as many breeders have, that there is no perfect breed.



But, to their thinking, the milk-rich Simmental and hardy Maine-Anjou presented the most intriguing possibilities.

Both were larger than domestic breeds, both were good milk producers with good mothering ability and both presented an appearance the brothers believed would appeal to American cattlemen.



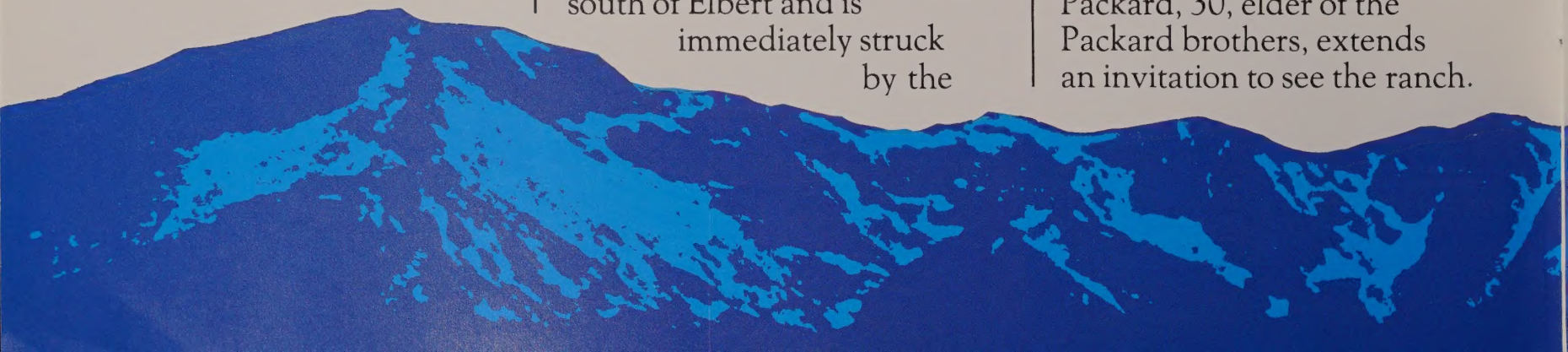




With Pikes Peak in his rear view mirror, the visitor to Packard Cattle Company turns off U.S. Highway 24, 16 miles east of Colorado Springs. He follows Colorado 217 through flat grasslands toward a treeline he first mistakes for cloud shadows.

Ten minutes later, he is driving through the gate of Packard headquarters just south of Elbert and is immediately struck by the

businesslike neatness of the place. No retired farm equipment languishes behind the barns, no scrap lumber weathers alongside the corrals. The ranch foreman's century-old house and the trim bunkhouse by the creek are recently painted. The impression of a ship's bridge... everything in place, it's purpose clearly defined, ready for action... is strengthened as the visitor stands in the ranch office just off the entryway of Guthrie Packard's sprawling hillside house. Two-way radio links this command post with Peter Packard's home up the road, the barns below, the foremen's pickups and with mobile units on Packard's River Bend facility at Limon, 50 miles to the east. Guthrie Packard, 30, elder of the Packard brothers, extends an invitation to see the ranch.





# “with Pikes Peak in his rear view mirror,”

An afternoon spent exploring the haunts of sleek Simmental and Maine-Anjou bulls with their cows and calves, confirms the visitor's first impression of the Elbert operation... an



efficient, working ranch in an unusually beautiful

setting.

Packard's 16,000 acre River Bend Ranch near Limon is a little harder to take in all at once. When River Bend foreman Lee Morris drives the visitor out for a look at cows and calves selected for the Fall Production Sale, it's 10 minutes on Interstate 70 and another 15 on back roads and jeep tracks to their destination.

The pines of the Elbert foothills have given way to cottonwood here. The hills are less abrupt. Pikes Peak, 70 miles away now,

is a purple ghost. It's real 20 acre-per-cow cattle country and this is where most of the Packard cattle are.

Here, too, is where the visitor meets Peter Packard, two years younger than his brother, as he jumps from the cab of a windrower and strides through fragrant freshly-cut alfalfa. The visitor senses the pride and



confidence that good land, superb cattle, careful planning and hard work can inspire in two young breeders with very definite plans for the future.



# “it’s 6:00 on a June evening.”

It’s six o’clock on a June evening.

Foreman Chuck Peterson and his dog, Bob, are driving the last of the cows to be bred this evening into a holding pen just over the hill from Packard’s Elbert headquarters.

Peter Packard drives up and steps into a shed, beside the pen, containing a tank of ampules of frozen semen and other AI paraphernalia and goes to work.

Meanwhile, Packard vet Dr. Alan Finlayson and herdsman at River Bend are following the same routine, which will be repeated at 12-hour intervals until all females are bred.

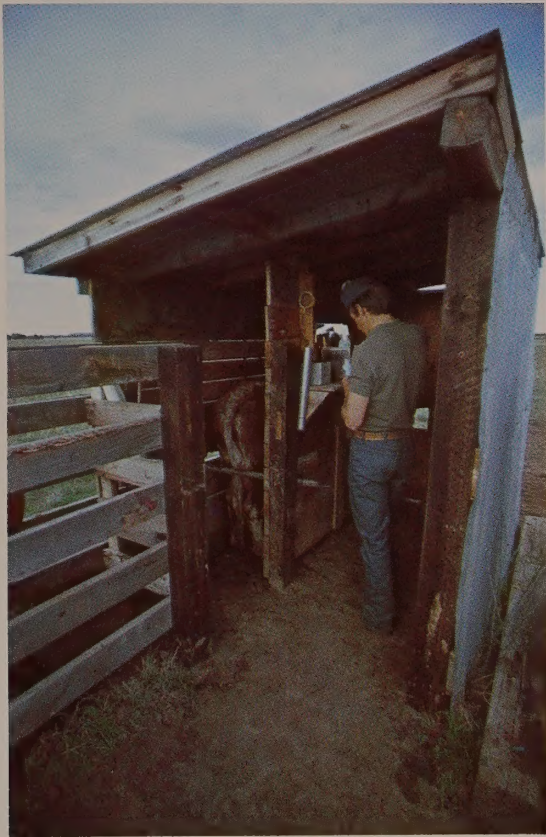
In March and April, Finlayson will be even busier

as he oversees and assists in Spring calving. The doctor joined Packard in 1975 after graduating with distinction from Colorado State College, an internship in Large Animal Medicine and Surgery at Purdue and service as resident veterinarian with an Arizona ranch.

In addition to general herd health, Dr. Finlayson is in charge of Packard’s artificial insemination program utilizing semen from the finest herd







transplant at Scientific Transplants, Inc., Las Animas, Colorado. Four Maine-Anjou females owned by Goliath Cattle Company, of which Packard Cattle Company is a partner, are in ova transplant at Las Animas.

sires. He is also helping establish one of the most intensive purebred embryo transplant programs in the country.

Two of Packard's Simmental females are in





Packard  
Performs!









# "the showring was their first proving ground."

Eager to make its mark, Packard Cattle Company began entering major livestock shows in the winter of 1969. After analyzing the first show season, they began looking to the north for the type of cattle necessary for success. The result was a close and mutually successful relation-

ship with Bob and Wayne Gordon of Kinnaber Stock Farm, Souris, Manitoba.

When the Packard show string arrived at the 1970 National Western in Denver, the results were dramatically different. Packard Cattle Company came from nowhere to walk

Broadcurve Leader 2A



off with the Reserve Champion Female, first and second in female classes and a first, second and third in the bull classes.

One bull, Broadcurve Leader 2A, just delivered from Kinnaber, began at Denver an almost unparalleled string of victories, including: Reserve Champion Bull at Houston, Grand Champion Bull at the Colorado and Nebraska State Fairs and the Central States Fair. In Chicago, he





# PACKARD CATTLE COMPANY

GUTHRIE AND PETER PACKARD

HEADQUARTERS  
ROUTE 1 BOX 113  
ELBERT, COLORADO 80106  
303-635-8027

RIVER BEND RANCH  
LIMON, COLORADO 80828  
303-775-2459

Dear Shorthorn Breeders:

It is with a great deal of pleasure and excitement that we present to you our second Shorthorn Production Sale. It has been four years since our first edition and we sincerely feel that we have made sufficient progress in our herd building to present to you the kind of cattle that the Shorthorn breeders who are sincere in the future of the breed can purchase with confidence. You will find calves at side and cows bred back to some of the leading sires of the breed. Our continued presence in the show ring has demonstrated our desire to improve the animals in our herd and provide our customers with the cattle they can be proud to add to their own herds.

It is also our great pleasure to be associated in this sale with the F. A. Heckendorf family. In shows and sales across the country these people have demonstrated that they are truly breeders in the forefront of the Shorthorn breed.

Everyone connected with this sale awaits your response to our presentation. If there is anything any of us can do to make your Colorado visit more comfortable, please do not hesitate to call on us.

Sincerely yours,



Guthrie and Peter Packard







# **PACKARD CATTLE COMPANY**

## **F. A. HECKENDORF FAMILY**

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### **\* JOINT PRODUCTION SALE \***

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## **Saturday, October 23, 1976**

**SALE STARTS 12:30**

**LUNCH SERVED AT THE RANCH**

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**GRAND CHAMPION FEMALE  
CHICAGO**

\*\*\*\*\*

**1ST PLACE  
JUNIOR CALF  
NATIONAL SHORTHORN SHOW**

**COMPLETE PACKARD CATTLE  
COMPANY 1976  
SHOW STRING**

## **CLUB CALF SALE IMMEDIATELY FOLLOWING SHORTHORN PRODUCTION SALE**

**\*\*\*BEST SHORTHORN SELECTION OF YEAR**  
**Maine-Anjou                      Simmental**

## **50 HEAD TO SELL**

**\$250 OFFERED FOR A PACKARD-BRED GRAND CHAMPION  
STEER OF A NATIONAL SHOW**

Held at  
Packard Cattle Company Headquarters  
8 miles south of Elbert on Highway 217  
8 miles north of U.S. Highway 24 on Highway 217

**MERRILL ANDERSON**

**BRUCE BROOKS**

**Auctioneers**

**DON CAGWIN - Cagwin Cattle Services**

**Sale Manager**

Guthrie & Peter Packard  
Route 1, Box 113  
Elbert, CO 80106  
303-635-8027

F.A. Heckendorf  
Castle Rock,  
Colorado  
303-688-3003







was named Junior, Grand and Supreme Champion. The *Shorthorn World* called Broadcurve Leader “the most perfectly proportioned bull in the breed.”

In the spring of 1971, Packard Cattle Company began to broaden its focus to include exotics, especially Maine-Anjou and Simmental, and purchased the River Bend Ranch from the Culbertson family. Their purebred Shorthorn herd, however, was not to be neglected as Kenmar Prince 29B x became Grand Champion Bull at the Colorado and Nebraska State Fairs and Junior Champion at the National Western and All-American.

Then the controversial Elms Villa Keith (Shark) came into Packard Cattle's



Shorthorn show string. A modern, upstanding bull, Shark was criticized by the Shorthorn fraternity for his extreme conformation, even though he was undefeated in class and was Grand Champion Bull at Houston. In 1974 he proved his worth by siring two All-Americans and placing 10th in the Shorthorn Sire of the Year.

Packard Leader's Wonder x, the first Shorthorn bull bearing the







Packard herd name, went on the road in the fall of 1973, winning Grand Champion Bull honors at the Colorado State Fair, the American Royal and Houston and Reserve Champion at the National Western. In April, 1974, this bull sold for \$6,200 at the National Polled Shorthorn Congress Sale. The previous high selling price for a bull there had been \$3,700. Packard Cattle retained an interest in this great sire for their own breeding program.

Packard Cattle Company's involvement with exotic breeds began in the spring of 1970, when three groups of commercial cattle were purchased and bred to Simmental, Maine-Anjou and Limousin sires.

A Limousin herd of more than 100 half-bloods was developed and representatives of this herd won in shows and

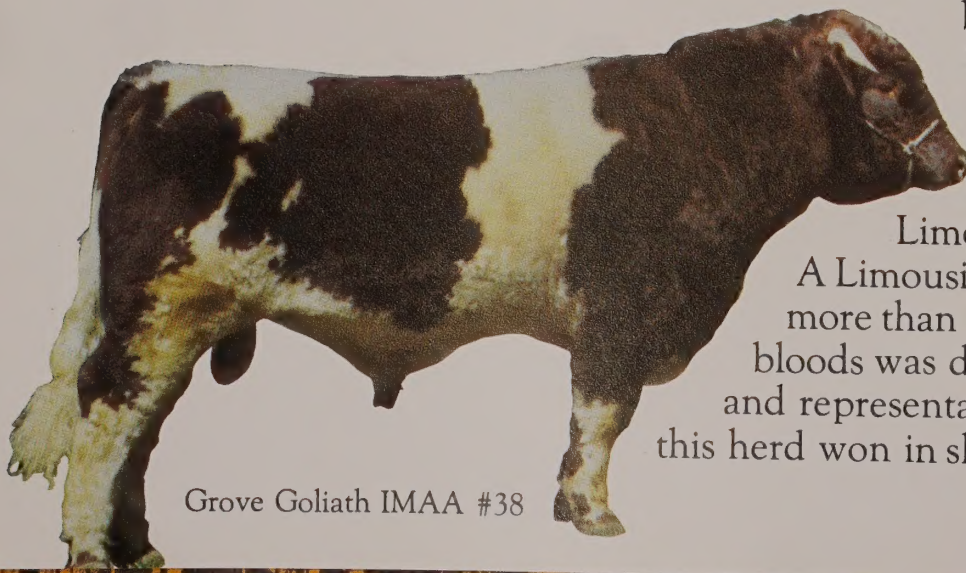
sales across the country.

But, when Guthrie and Peter decided to concentrate on Simmental and Maine-Anjou, the Limousin herd was dispersed in January, 1974.

Because the Maine-Anjou breed was just being introduced to North America, Packard Cattle Company became a Founder Member of the International Maine-Anjou Association.

This entitled them to a seat on the Association's Board of Directors and in January, 1971, Guthrie Packard was elected to the board and became the youngest member to serve as President of the Association. In January, 1975, after serving as Immediate Past President he was elected Vice-President, to serve until May of 1976.

In addition to their own Maine-Anjou herd, Packard Cattle Company is associated with the Goliath





Cattle Company, a partnership of Packard Cattle Company, G and F Cattle of Brownwood, Texas and Sonderegger of Warren, Texas that was formed in 1973 for the purpose of importing purebred Maine-Anjou from France. Don Cagwin of Cagwin Cattle Services, Virginia, Illinois, assisted in selecting and importing thirteen animals which arrived in the U.S. in April, 1974. This first importation included two purebred bulls and the first females of the breed to enter the country. One of these females sold at the first World Maine-Anjou Conference in Kansas City for \$75,000.

Goliath, New Breeds Industries, Western Breeders and Dr. D. R. Kirby combined resources to set a North American record in

purchasing PTR Epic 83E, the first purebred Maine-Anjou sire to sell in the United States, for \$102,000. A Goliath-owned female, Newton Docile, is regarded as one of the most correct, feminine females of any breed and, in late July of 1975, calved the first purebred bull calf by Grove Goliath.

Several substantial additions have been made to Packard Cattle Company's Maine-Anjou and Simmental herds to bring them to their present levels. The purchase of 150 half-blood Maine-Anjou broke all existing records for the breed. A similar purchase from R and M Simmentals greatly strengthened Packard's half-blood Simmental base.

Great progress in the Maine-Anjou breed was made in December, 1974 when Packard showed the Grand Champion Bull at the first All-American Maine-Anjou Show and Sale in Kansas City.



PTR Epic 83E



Dundas Napoleon



